

ORDER

KSNV

Orders
Order / Rev: 107059
Alt Order #: 06856980
Product Desc: DCCC/HORSFORD
Estimate: 1876
Flight Dates: 09/26/12 - 10/01/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc. / Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DCCC, Horsford
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$16,095.00	\$13,680.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$16,095.00	\$13,680.75	0.00
Totals	23	\$16,095.00	\$13,680.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	22%	\$16,095.00
Market	100%	\$73,159.09

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$19,752.95
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	25%	\$18,289.77
KTUD	1%	\$731.59
KVVU	20%	\$14,631.82
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,657.95

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/Wa@M		6-7a	--WTF--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			1			\$650.00		0.00			

Order / Rev: 107059
 Alt Order #: 06856980
 Flight Dates: 09/26/12 - 10/01/12

Advertiser: DCCC/ Horsford
 Product Desc: DCCC/HORSFORD
 Estimate: 1876
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					1	\$650.00		0.00			
N 2	KSNV	09/26/12	09/28/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$850.00	1	0.00	NM	3	\$2,550.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$850.00		0.00			
N 3	KSNV	09/26/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					1	\$325.00		0.00			
N 4	KSNV	09/26/12	09/28/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					1	\$425.00		0.00			
N 5	KSNV	09/26/12	09/28/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					2	\$325.00		0.00			
N 6	KSNV	09/26/12	09/28/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					1	\$450.00		0.00			
N 7	KSNV	09/26/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$1,000.00		0.00			
N 8	KSNV	09/26/12	09/28/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					1	\$1,000.00		0.00			
N 9	KSNV	09/26/12	09/28/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					1	\$1,000.00		0.00			
N 10	KSNV	09/26/12	09/28/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					2	\$800.00		0.00			
N 11	KSNV	09/26/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					1	\$1,100.00		0.00			
N 12	KSNV	09/26/12	09/28/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					1	\$425.00		0.00			
N 13	KSNV	09/26/12	09/28/12		CM	10am-11am	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00

Order / Rev: 107059
Alt Order #: 06856980
Flight Dates: 09/26/12 - 10/01/12

Advertiser: DCCC/ Horsford
Product Desc: DCCC/HORSFORD
Estimate: 1876
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show III 4th H															
Today 4th Hour															
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--			1		\$325.00		0.00				
N 14	KSNV	09/26/12	09/28/12	M-F Today Show II 3rd H	CM	9-10a	--WTF--	:30	1	\$350.00	1	0.00	NM	1	\$350.00
M-F Today Show II															
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--			1		\$350.00		0.00				
N 15	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----SS			2		\$1,100.00		0.00				
N 16	KSNV	09/30/12	09/30/12	LAW & ORDER (LF)	CM	Sat 1-2am / Sun 1	-----S	:30	1	\$45.00	3	0.00	NM	1	\$45.00
Law & Order (LF)															
L&O															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$45.00		0.00				
													Totals	23	\$16,095.00